

Implementation Dialogue with Commissioner McGrath on cross- border enforcement cooperation in consumer law

6 May 2026, Brussels

Summary conclusions



The Implementation Dialogue on the cross-border enforcement cooperation in the area of consumer law was held on 6 May 2026 in Brussels and chaired by Commissioner McGrath. The meeting was attended by 23 representatives of selected stakeholders, representing in particular businesses, consumer associations, trade organisations, social partners and national enforcement authorities *[list of participating stakeholders below]*.

The objective of the Implementation Dialogue was to collect stakeholders' ideas on the possible ways to strengthen the enforcement system in view of the forthcoming revision of the CPC Regulation in the fourth quarter 2026.

Overall, stakeholders expressed positive feedback on the CPC Regulation and entirely supported the revision. They underlined the importance of centralising enforcement and sanctioning powers in the Commission for certain high-impact cases. They also insisted on the need to enhance the current system of CPC coordinated actions, attain a better level of consumer protection and in turn support competitiveness and consumer trust. The following aspects were highlighted during the Implementation Dialogue:

- Most participants emphasized the need for a level playing field for businesses in the Single Market to ensure fair competition and markets, including with traders and large platforms established in third countries, and the key role of the CPC Regulation to attain this objective.
- Many stakeholders underlined the benefit of the CPC Network, especially to ensure legal certainty through a “one-stop-shop” approach. Stakeholders also pointed out key enforcement challenges, such as the length of procedures in coordinated actions and procedures taking place in parallel at EU and national levels. As a result, they highlighted the need for more clarity and consistency in the application of enforcement procedures.

- A majority of **national authorities** supported strengthening enforcement and vesting investigative and enforcement powers to the Commission, while improving the mutual assistance mechanism and streamlining procedures. Some highlighted that introducing deadlines could promote efficiency of the CPC system, as well as appointing an EU legal representative, especially towards non-EU traders, as already is the case in other enforcement areas (e.g., the Digital Services Act).
- **Consumer and businesses organisations** fully bolstered the revision of the CPC Regulation. Consumer organisations underlined the importance of enforcement powers at EU level for greater effectiveness, in particular for complex investigations, and stressed the importance of public enforcement. The business organisations highlighted that the same rules should apply to all traders, including third-country ones.
- Overall, **businesses** reported positive experience with the CPC Network. Some highlighted that the revision represents an occasion to streamline coordination, ensure more consistency in the interpretation of consumer law and provide clearer timelines. Others trust that centralised enforcement at Commission level represents a good opportunity to ensure legal certainty, provide more predictability and coherence, while calling for a clear allocation of competences between national authorities and the Commission.
- Some stakeholders recalled the importance of transforming the Unfair Commercial Practices Directive (UCPD) into a regulation to enhance legal certainty. Others signalled potential challenges posed by its interaction with national legislation. Furthermore, it was pointed out that the reform should ensure effective interplay with the Digital Services Act and the Digital Markets Act.

Commissioner McGrath recognised the common ground found on ensuring a high level of consumer protection and a level playing field for businesses operating cross-border in the EU. The Commissioner insisted that the CPC Regulation should complement, rather than replace, the work of Member State authorities at national level. He pointed out that the enforcement role for the Commission needs to be clearly defined in terms of scope and responsibilities. The Commissioner confirmed that the Commission remains open to a continued dialogue with stakeholders.

List of participating entities

1. AliExpress
2. Dutch Authority for Consumers and Markets
3. Autorità della Concorrenza e del Mercato
4. BEUC
5. Booking.com
6. Business Europe
7. Irish Competition and Consumer Protection Commission
8. Confederation of Finnish Industries
9. DGCCRF, French Consumer Authority
10. Ecommerce Europe
11. Estonian E-commerce Association
12. EuroCommerce
13. Euroconsumers
14. European Trade Union Confederation
15. FPS Economy, Belgian Consumer Authority
16. Gazdasági Versenyhivatal, Hungarian Consumer Authority
17. Federal Ministry of Justice and Consumer Protection (BMJV), German Consumer Authority
18. Ministerio de Derechos Sociales, Consumo y Agenda 2030, Spanish Consumer Authority
19. PayPal Europe
20. SMEunited
21. Union Luxembourgeoise des Consommateurs
22. Verbraucherzentrale Bundesverband (VZBV)
23. Vinted